

Abstract

- Title:** Marketing communication of the running race We Run Prague
- Objectives:** The aim of this work is to describe and analyse and to design and propose new and effective marketing communication elements and features of the running race We Run Prague.
- Methods:** The diploma thesis used methods of descriptive analysis, analysis and evaluation of internal Nike data and documents and qualitative research in the form in-depth interviews.
- Results:** Based on the results of the individual analyzes and qualitative results, I found out that to achieve predetermined objectives and to reach the target group accordingly the future marketing communication of We Run Prague race should focus on the use of online communication and event marketing.
- Key words:** Marketing communication, communication campaign, qualitative research, Nike